

THE  
IDEA SYNDICATE  
IS  
GUILTY OF THIS  
PUBLICATION

# THE IDEA OF University of Kentucky

PERSONS WITH A GROUCH  
SHOULD SEEK  
THE EDITOR IN  
PATAGONIA

Vol. III

LEXINGTON, KY., OCTOBER 13, 1910

No. 6

## North Carolina Beaten

### Another Triumph for State

### Greatest Struggle on Stoll Field Seen in Years

After sixty minutes of real football, such as was never seen before on Stoll Field, State triumphed over North Carolina. Both of State's touch downs were made by Bryan Shanklin, the first by means of a forward pass, while the second was the result of a "slain tackle" play.

During the first quarter things looked very dubious for State, especially when North Carolina made stronger gains for seventy-five yards, only to be stopped by an intercepted forward pass. Not much gain could be made against the "Tar Heels" in the first quarter, but during the rest of the game, everything was Kentucky; at no time after the first quarter was State's goal in danger. The game in detail, was as follows:

#### First Quarter.

Shanklin kicked off at 3:10 p. m. to Spencer who was downed on the 20-yard line. North Carolina made 20 yards through our line. Then on the next play, our line held but Coach Bride's men made another gain, Belk making 15 yards through L. T. Again our line held and Carolina was penalized 15 yards for off side play. Then they punted which Shanklin fumbled, N. Carolina recovering the ball. On a skin tackle play, they made 10 yards and again our line held. Shanklin then intercepted a forward pass and it was Kentucky's ball on their 30-yard line. Carolina, so far, had gained at will. Shanklin carried the ball around L. E. for 15 yards, Threlkeld made 5 through the line. Watkins lost a yard and Shanklin was forced to punt. Winston being tackled by

Johnson where he caught the ball. N. Carolina punted. Shanklin pulled off 5 yards around L. E. Threlkeld gained footing through the line. Shanklin punted, Watkins tackling his man on the spot. Spencer made 10 yards through the line. Then our "wild cats" held those husky giants three times and the ball went over. Threlkeld again could gain nothing through the line. Watkins was tackled behind the line and thrown for a five-yard loss. Shanklin punted 25 yards, Carolina's ball on 45-yard line. They made five yards through Babb. Gained the more around R. End. Spencer reeled off 5 more around Left End. Carolina was penalized 5 yards, third down, seven yards to gain. For the second time their heavy team was held for downs, and the ball went over. Shanklin gained 6 around L. End, Threlkeld 3 yards through line. Threlkeld bucked line for 2 yards more, Shanklin could gain nothing and this ended the first quarter, the ball being in the middle of the field. Both teams playing hard, the play being mostly in State's territory.

#### Second Quarter.

The second quarter began by Threlkeld making 5 yards through their line, then he made four more. On the third attempt he was held. Watkins could gain nothing. Shanklin tried a place kick from the 30-yard line but failed, Babb, tackling his man where ball was caught. N. C. was penalized two yards. Then State held them on their five-yard line. They punted, "Spot" making a "fair catch." Again we tried a place kick but failed. Car-

olina's ball on 25-yard line. They punted, Shanklin returning ball 10 yards. Shanklin made three yards around end. Threlkeld gained one yard, Shanklin kicked outside, our man recovering ball. Gaiser now punted for State. Gaiser kicked 25 yards. State held. Held again. Gaiser making a beautiful running tackle. Threlkeld having no interference was thrown for a loss. Threlkeld held. Gaiser punted, Carolina returning ball 3 yards. State penalized 5 yards. State held. N. Carolina penalized 20 yards. They kicked, and Giltner running through a scattered field, runs 55 yards before being thrown. Shanklin for the third time tried place kick but missed. N. Carolina's ball on their 5-yard line. End of second quarter. The playing mostly in N. Carolina's territory, they fighting hard to stave off the inevitable—our touchdown.

#### Third Quarter.

North Carolina kicked off to Giltner who again by the fastest kind of running, good interference and good head work, for the second time that day, running through a widely scattered mass, gained 55 yards on the return. Shanklin gained 2 yards around R. E. Shanklin thrown for a loss. We attempted forward pass, hit ground, penalized, N. Carolina's ball. They punted, Giltner returning 5 yards. Threlkeld made 1 yard. Watkins was again thrown for a loss. Third down, 11 yards to gain, N. Carolina's ball on the 35-yard line. Then on a pass of Winston to Porter behind the line, they were thrown for a loss. Then Spencer went around Left End, for 10 yards. Gaiser, because of an injury to his back, was taken out, and George Shanklin put in. On the next play, Capt. Webb stepping back from his position at center, intercepted a forward pass and made 12 yards, B. Shanklin 15 yards through the mass, Threlkeld gained two. Third down, Shanklin punted 35 yards. On the return punt Giltner fumbled North Carolina man falling on ball. Withers gained 1 yard. The University boys were penalized 15 yards. N. C. punted. Giltner returned ball five yards. Threlkeld gained 2 more. B. Shanklin made two more. B. Shanklin punted and the N. C. man was tackled on the spot. North Carolina fumbles,

(Continued on page 8)

## INEVITABLE

Unless We Awaken Ourselves to the  
Present Conditions.

Since the opening of the athletic season an appalling decrease in membership of the athletic association has been very forcibly brought before us.

Why is this decrease? Is it because the present management has changed the form of membership ticket? Is it because of the faculty, the most of whom have not given their hearty support toward the most important form of college activities? Is it because the old men have failed to inform the new men of the necessity of their co-operation in the maintenance of our college athletics?

An interest in athletics, the backbone of every institution of learning in this country and more especially of the University of Kentucky, should be manifested by each and every student.

Athletics is the most attractive part of college life, in which men are trained both mentally and physically by this form of student activity.

The new men are the ones to whom we appeal and also to any of the faculty and upper classmen who have not shown any signs of vigor and vim in this matter.

We have brought this question before you in Chapel and at the rallies recently held, and once more we ask the non-members to lend us your ears.

The managers of foot ball, basketball, base ball, and track have secured a number of exciting and interesting games for this season. The greater proportion of games are to be played on the home grounds. And what does this mean? It means that the guarantees which we offer the visiting teams must be met with. Not to meet these obligations means disgrace and shame upon our teams, our Coach, our athletic committee and lastly ourselves.

What is to be done in this era of rheumatism of the student body? Do not say I haven't the money—but do something and get the money with which to show your interest in the welfare of your college.

Everyone who feels this rheumatism which is so prevalent with the majority of the student body should drink of the fountain of loyalty and duty,

## THE IDEA

Ask Your Grocer for—

**CREAM FLOUR**

Don't Forget Hoe Cake Meal

Made By

Lexington Roller Mills Co.

**MARCH**

## GOOD FURNITURE,

Carpets, Wall Paper and Stoves.

**A. K. ADCOCK**

## CIGARS and TOBACCO

WINSLOW &amp; S. LIME

Lexington, - - - Kentucky

**BILLY BAILEY**

"The Tailor That Satisfies"

## STEAM and DRY CLEANING.

159 South Limestone

## UNIVERSITY LUNCH STAND

## GOOD LUNCH—

CHEAP.

521 South Lime.

**EVERYTHING FOR THE KODAK!**

Developing and Printing.

Lexington Photo Supply Co.  
Over Kirby's Ten Cent Store**Ameon Mire**  
UNIVERSITY ICE CREAM  
PARLOR and LUNCH STAND

South Lime and Winslow Streets

**J. J. FITZGERALD**  
PLUMBING  
Steam and Water Heating

269 W. Short, - - Lexington, Ky.

**KINKEAD COAL COMPANY**  
OFFICE and YARD—

No. 157 N. Broadway.

RAILROAD YARD—C. S. Freight Depot, S. Broadway and Christy Sts.

**Fine Candies**  
SCHANGE'S CANDY KITCHEN119 South Upper St.  
Lexington, - - - Kentucky**J. M. Bronaugh****Dentist**

205 Merrick Lodge Building.

and shake off this ill boding sensation.

In larger colleges, the athletic membership fee is separate from the gate or admission fee. Let us, then, show the athletic committee we appreciate the grave situation in which our athletics stand and see to it that each student and every member of the faculty has procured a season ticket. To the students that belong to the association this appeal is also made in order that with your assistance we may awaken the dead ones and make the student body the one central unit of athletics of the University.

If we, the students of the University of Kentucky, want to see our team clad in the colors of the institution and want to retain our efficient and worthy director of athletics, it is up to us to get busy and stir things up. As things stand at present the athletic committee will be unable to meet their out-standing obligations. This includes base ball as well, for we have to let Mr. Ingles know definitely by October 15th. It is up to you to respond to this appeal or see the baseball team as well as other branches of athletics cease to exist for lack of funds.

## RESIGNED.

Mr. D. C. Frazee, who has been Business Agent of the University for a number of years, tendered his resignation to the Board of Trustees to take effect October 1st. Mr. Frazee expects to go to farming in Mason county. Mr. Frazee is succeeded by Judge W. T. Lafferty who will attend to the Business Agent's duties together with his former position as comptroller of the University of Kentucky.

## "JUNIOR-SENIOR" GAME.

An interesting classy game of football will be pulled off between the two upper classmen Wednesday, October 19th, at 3 o'clock on Stoll Field.

Hart and Cleveland have not yet announced the officials for Friday's game. The pig-skin will be dispatched according to the new rules and many freak students and trick plays are expected. Both teams have about even chances to win as they are of about the same avoidups.

The last game between these two teams resulted in a 0-0 score. No admission fee will be charged and a large crowd is expected to witness the game.

## COLLEGE OF AGRICULTURE.

For years the Agricultural has been the infantant department of the University, but that day has now passed and the Agricultural College is growing so rapidly that in a few years it will me the largest in the University. There are sixty-eight students enrolled in the course this year compared to forty-two last year. These students represent the best class in school. No

other department is more actively engaged in the various phases of college life than they are.

Many improvements are being made in the equipment, etc. At present a soil physics laboratory with all modern equipment is being installed. Prof. Roberts has charge of this department and with his new equipment he can soon make this one of the most complete branches of study in College.

Prof. Hooper is doing excellent work with his class in stock judging. This class numbers fifty students. Aside from text book work weekly trips are taken to the various blue grass stock farms that are famous throughout the country. On last Saturday the class went to the farm of Gay Bros., at Pisgah, Ky., and on the Saturday previous to Gano Johnson's at Mt. Sterling, Ky. At these places the best types of the Denmark and Chief horses were studied. This week the trip will probably be to Renick's farm near Winchester, where some of the best Short-horn cattle in America are raised. Later, most of the class will go with Prof. Hooper to the International Stock Show at Chicago.

Elmendorf, which is connected with the College affords excellent opportunities to students for live stock work. Dr. Scovell, Director of the Experiment Station and College of Agriculture, who is recognized everywhere as an expert Jersey judge, is in charge of the breeding, experimental feeding, etc., of the cows in that dairy. He has, this last week, been acting as judge of dairy cattle at the Illinois State Fair.

A stock-judging team composed of J. du P. Oosthoven, G. C. Routt and E. F. Worthington is now being coached by Prof. Hooper in preparation for the judging contests at the National Dairy Show at Chicago, on the 21st of October.

The judging will consist of two rings of each of four classes of dairy cattle, namely, Jerseys, Ayrshires, Guernseys and Holstein Friesians. A trophy is offered for the best work on each class and also one for the best average on all the classes. Also a \$400 scholarship is offered for best individual work of one student. All of the largest agriculture colleges in the country will send teams and consequently the contest will be a close one. Our boys have been doing some very hard work in preparation and should stand a good chance of winning a trophy. Later on a team will be at the International Live Stock Show.

The Agricultural Society met last Friday night for the first time this year. Officers elected for this term were: G. C. Routt, President; E. F. Worthington, Vice-president; W. W. Fitzpatrick, Secretary and Treasurer; A. C. Ball, Corresponding Secretary, and J. du P. Oosthoven, Sergeant-at-

## \*CLASSIFIED ADS.

WANTED—Every State University student to have his laundry done at the Peerless Laundry. Wilson & Babbage, Agents. 10-6

WANTED—Two live and energetic men who want to make some easy pocket money. Saturday work—will not interfere with studies. Mr. Kilen, Miller Bros. 10-6

\*All ads for this want column should be addressed to the Business Manager of The Idea, 136 East Maxwell. Price ten cents per count line. No less than two lines accepted.

Now is the time to See

**Rudolf F. Rosenbaur**

## THE TAILOR

—for—

Electric, Steam and Dry Cleaning

Works.

Ladies' Garments a Specialty.

330 West Short Street.

Fayette Phone 485. Lexington, Ky.

## TEXT-BOOKS

## PENNANTS, POSTERS

## STATIONERY

## PRINTING

**McClure, Gum & Co.**

Incorporated

No. 152 West Main Street

Lexington, Ky.

New Phone 621X Old Phone 617-3

**WELSH & MURRAY**

## PRINTING

Rush Work a Specialty

140-146 South Limestone

Lexington, Kentucky.

**ADAM'S****Bowling Alleys**

114 N. Limestone

**New Equipment****A Place for Gentlemen**

We are Friends of the University  
Let's Get Acquainted

## Mr. Student...

Bear in mind that the Lexington Drug Co. is the most convenient place for you, and a limited amount of information will be granted you. And that it is the place to buy your

**SODA WATER,  
TABLETS,  
PENCILS and  
STATIONERY.**

Will also cash your checks when they are good. Come in and we will certainly do the best we can for you.

Respectfully,

**Lexington Drug Co.**

Corner Main & Lime,  
Phoenix Hotel Building.

## J. L. Watson

114-116 North Upper St.

LEXINGTON, KY

### For the College Boy

Blankets  
Comforts,  
Sheets  
Pillow Cases

#### FOR THE COLLEGE GIRL

Handsome Tailored Suits, Button Gloves, and anything else she wants at special prices

**J. L. WATSON**

## E. CLARK KIDD

Importer and Dealer in  
CHINA CUT GLASS, SILVER BRASS  
AND PLATED WARE.  
LAMPS ELECTROLIERS, FANCY  
DISHES NOVELTYS &c.  
117 W MAIN New Phone 985  
YOUR TRADE SOLICITED

Arms. The program for the evening was short but interesting. Prof. Mathews made an excellent talk on the society and its outlook and that of the College in general. The next meeting will be Friday night, October 21. Last year this society did excellent work and now its prospects are much brighter than ever before. Aside from having Idea correspondents it has one that contributes, each week, an article to the Farmers' Edition of the Herald.

#### THE EDUCATIONAL DEPARTMENT

The department of Education or Teachers' College beginning as it does for the second year under the Deanship of Dr. Snow, promises the best year in its history since supplementing the Kentucky Normal.

The Educational Department last year, though containing only a few Seniors, they were among the best students of the University. The class of '10 chose for their President R. A. Edwards, a matriculate of the Educational Department.

The Senior Educational class this year being larger than last year's, also contains the foremost students in the University. The class of '11 chose for President O. E. Baird; for Class Representative H. A. Babb, both of the Educational Department.

The Department, like that of Agriculture, is steadily growing, and through the personal work of Dr. Snow throughout the State, urging the high schools to higher and a common ideal has no doubt done a great work in behalf of Education.

State University offers the best and only teachers course, in a teacher's college offered in the State and to students especially who desire to teach, of the opportunity to take this teacher's course.

#### LOUISVILLE CLUB RECEPTION.

Who said "Class?" Everybody that attended the reception at Patterson Hall, Saturday evening. That Louisville Club is certainly some classy bunch and here's looking at 'em. Every fellow in school joins in extending to them the glad hand for their abundant hospitality and charming entertaining powers. And that honor member of their's, whose official cognomen is "Dean,"! Gee! She's great! The whole school is hers and she is ours—more than an honor member. She is one of us. We think it, we feel it, we know it!

What a climax, that was to the happenings of the greatest day we have spent in our lives. What a welcome—almost divine—vision that greeted our eyes when we approached dear old Patt Hall,—after that glorious tramp all over town—still clad in the homely costume that made the parade at once so unique and picturesque, but received by our hostesses and hosts as gladly as though we wore the regulation evening spade rail and

silker. And then what a time we had. It is impossible to express in words the joy and pleasure that were ours. Only those who knew that dear bunch of girls at Patt Hall can imagine the charming evening we spent. Long life and supreme happiness to every member of the Louisville Club, especially its honor member.

#### THE PATTERSON SOCIETY.

As was predicted at the beginning of the term, the Patterson Society is enjoying the most prosperous year in its history.

The new members are developing rapidly in the art of expression and the old members are working with extraordinary zeal and enthusiasm. No meeting was held last Saturday night, as every one's "Cup of Joy" was full to overflowing because of our splendid gridiron victory of that afternoon.

Patriotism has always been a prominent characteristic of the Society. Therefore upon Saturday night, the Literary program was entirely forgotten and when the notes of the bugle, trembling with gladness, rang out upon the quiet air, every member buckled on his raiment of ghostly white and sallied forth to join the parade and participate in the further exercises of the night.

The Society has a very efficient body of officers this year. They are as follows: H. A. Babb, President; G. C. Routt, Vice-President; Slocum S. Prisse, Secretary.

#### THE HIPPODROME.

While there is nothing on the Hippodrome this week so imposing as Naeatas "Nymphs of the Sea" or Peter the Great, there are four acts which are bright and snappy from start to finish and which make up a mighty good hour's show.

The opening act Bissonetti and Newman, has never been excelled locally by any exponents of athletics. The two boys' first appearance neatly attired in well fitting uniforms gains the audience's respect before they do a thing. Their work is quick and for the most part entirely original.

Alice Marie, a petite little lady has some excellent impersonations in her repertoire, most notable among the number being the Indian Maiden and the Bathing Girl.

John Coghlan, an electrical wonder, does various astonishing stunts with electricity which makes the audience sit up and gasp. His is indeed a remarkable performance and alone should crowd the house at every show.

The Four Shannons sign a little, dance a little and talk a little. There is a clever little fellow who is yet very young who has most of the older comedians beaten. His work is bright and he has a better stage appearance than a good many performers who have been in the business all their life.

## PALMER

222 West Main

KODAK FINISHING

AND PHOTOS.

Bring your Kodak trouble to me.

## LADIES & GENTEMEN

If you want a new pair of shoes go to the shoe dealer. If you want your shoes repaired go to Honaker the shoe maker.

113 South Mill.

"NUFF SAID."

## SARRIS & CO.

HOME-MADE CANDY

FRESH EVERY DAY

107 East Main St.

—THE—

## HIPP

Always the Best Show.

Always the Same Price.

Always Clean. Always Good.

Often Out-Talked—

Never Outdone.

3 Shows Daily—3:00, 7:30, 9:00.

"TRY TO GE IN."

## Princess

### The Picture Show

of Lexington

MARGARET B. FOSTER

Vocalist

## Leonard Hotel

### Barber Shop

The only first class shop in Lexington  
Yale Pompadour a specialty.

B. FOTSCH, Proprietor

For Quality Candy and

Pure Ice Cream

Go to the

BLUE GRASS CANDY CO.,

351 West Main St.

Lexington, Ky.

## THE IDEA

Published every Thursday by the student body of State University of Kentucky, for the benefit of the students, the faculty and alumnae of that Institution.

THE IDEA is the official newspaper of the University, and is issued weekly during the college year. Its chief object is to give the college news of Kentucky. In addition thereto it gives items of interest concerning other universities and colleges in the United States and Canada.

**SUBSCRIPTION ONE DOLLAR PER YEAR; FIVE CENTS PER COPY**  
Entered at Lexington Post Office as second class mail matter.

R. W. TINSLEY..... Assistant Editor  
F. L. MARX..... Athletic Editor  
E. L. BECKER..... Assistant Athletic Editor

## BUSINESS STAFF

S. C. EBBERT, Business Manager  
F. L. MARX, Asst. Business Manager. G. B. SANDERS, Asst. Adv. Mgr.  
THEO. SLADE, Advertising Manager. W. H. LURTY, Asst. Sub. Mgr.  
V. L. DOWNING, Subscription Mgr.

Address all mail matter to THE IDEA, 136 East Maxwell Street, Lexington, Ky.

This issue of The Idea was prepared by the following members of The Idea Staff:

S. W. Jackson.  
Robt. B. Shabinsky.  
Wm. Collins  
H. A. Babb.  
Miss Mattie Cary.

The next issue of The Idea will be prepared by the following members of The Idea Staff:

W. B. Hager.  
J. F. Bruner.  
W. H. Townsend  
W. C. Duncan.  
Miss Addie Dean.

## FRESHMAN ROLL.

From time to time there will be a list of names published in The Idea. The purpose of this is to offer a roll by class and the departments, also to ascertain the number that belong to the Athletic Association. The \* designates those that have purchased season tickets, whether paying cash or otherwise.

There are some who have signed over their deposits and have not yet received their tickets, but can do so by calling for them at the gate of the athletic field.

## Mining.

Atkins, J. W.  
\*Jakobe, H. J.  
\*McCoy, E. M.  
Martin, F. E.  
\*Moynahan, G. B.  
\*Shoemaker, C. A.  
Simmons, B. C.  
\*Smith, D. W.  
Straub, C. E.  
\*Auxur, J. F.

## Agriculture.

Babbage, V. A.  
\*Brown, P. D.  
Bruecken, A. L.  
\*Bush, V. E.  
Capers, E. H.  
Chrisman, A. L.  
\*Gayle, H. K.  
Gott, E. J.  
\*Hatter, J. A.  
\*Henrich, L. J.  
\*Ligon, J. M.  
\*Nichols, R. M.  
\*Pettus, R. P.  
\*Richardson, G. C.  
\*Routt, S. C.  
\*Schoening, H. W.  
\*Shapinsky, R. B.  
Switzer, J. W.  
\*Wall, J. R.

## Civil.

Almstedt, Wm.  
Atlas, J. S.

This Space  
Reserved for  
State  
University

DRINK

Coca-Cola  
IN BOTTLES

5C

Call for the Genuine

\*Coleman, L. O.  
\*Chambers, A. L.  
\*Croft, P. H.  
Freeman, Tee  
\*Garvin, J.  
\*Gregory, R. L.  
Hundley, H. D.  
\*Jewett, J. G.  
\*LeRoy, F.  
\*Mayo, E. R.  
Pearre, L. T.  
Smith, E. H.  
\*Schuartz, C. H.  
Vest, J. W.  
\*Wise, Edward  
\*Walker, E. B.  
Education.

\*Acker, Anabel  
Adams, Sallie  
Baker, Grace  
Brown, Mary  
Cassady, Nornia  
\*Childs, Elizabeth  
Duncan, W. E.  
Heaton, Ethel M.  
\*Lanham, Susan A.  
Le June, Lorene  
Marking, Lorine, C.  
Mathews, Sue D.  
\*Schwanberg, Biry L.  
\*White, Jennie M.  
Mechanical Engineers.

\*Aud. J. G.  
Barber, G. E.  
Barber, E. C.  
\*Barkley, I. R.  
\*Bennett, A. R.  
\*Blaker, E. T.  
\*Boston, M.  
Bradshaw, J. L.  
\*Cottrell, R. B.  
\*Cross, W. C.  
\*DeBow, H. A.  
Downing, C. G.  
\*Dunlap, T.  
\*Fant, N.  
\*Gaither, D. M.  
\*Gayle, G. W.  
\*Gerhard, O. P.  
\*Gude, A. J.  
Hackney, J. R.  
Harp, C. C.  
Hawkins, R. D.  
Hilliard, D.  
Howard, T. D.  
\*Ireland, T. H.  
\*Johnson, E. E.  
\*Kelly, G. E.  
\*Lambertson, W.  
\*Longsworth, R.  
\*Marsh, H. N.  
\*Mans, W. D.  
Meek, S. T.  
\*Moorman, A.  
\*Morgan, D. T.  
\*Morris, W. R.  
\*Nash, C.  
Noel, H. L.  
\*Rice, M. R.  
\*Robinson, T.  
Shelton, H. B.  
\*Smith, G. A.  
\*Smith, W. C.  
\*Spinks, C. H.  
\*Sowards, E. H.  
\*Strong, G.  
Sugg, W. W.  
\*Thornton, R.  
\*Townsend, R. P.

## THE MODEL



THE COLLEGE MAN'S STORE

If you want  
**A SWEATER**

This is the place to get it. If you want  
A Suit or Overcoat, a Hat Furnishing Goods or a pair of Regal Shoes, come to

## THE MODEL

Chas. L. Strans '98 - - - Manager

## Kaufman, Straus &amp; Co.

LEXINGTON'S  
GREAT DEPARTMENT STORE

COLLEGE COLORS  
IN

Ribbons,  
Felts,  
Pennants and  
Decorations

Of all kinds furnished for special orders

Kaufman, Straus & Co.

## FAYETTE BARBER SHOP

Under Fayette National Bank

## COGSWELL &amp; BYRON

Finest Hair Cutting and Shaving  
Parlor in the City



## You College Fellows

### WHO WANT SERVICE

Satisfaction, accommodation and **Good Clothes**, come here. We are specialists in **Good Clothes** for Young Fellows.

Young Fellows' Clothes

Young Fellows' Hats

Young Fellows' Shoes

Dress and Tuxedo Suits  
Rented Reasonably

# Graves, COX & CO.

"THE  
COLLEGE  
FELLOW'S SHOP."

\*Turner, W. K.  
\*Wilson, R. J.  
\*Ware, E. R.  
\*Working, R. J.  
Sub. Freshmen, Mechanical.  
\*Brown, W. R.  
\*Croan, W. B.  
Lovelace, H. G.  
\*McDaniel, B. C.  
\*Parrish, R. M.  
\*Rollinger, C. S.  
Arts and Science.  
Alvers, Mary R.  
Barker, R. H.  
Blanchet, L. P.  
Cassady, E.  
Chestnut, D. L.  
\*Christlin, Lorena C.  
\*Cox, W.  
\*Creekmore, Maude  
\*Dabney, R. T.  
\*Danforth, E.  
Dobrowsky, H. B.  
\*Dunn, G. P.  
Eblen, Viola M.  
Elliott, Maria P.  
Erang, Martha H.  
Fairchild, S. R.  
Gordon, A. M.  
\*Grasty, Allen W.  
\*Hank, Cauline  
\*Jackson, S.  
\*Johnson, A. H.  
Rimbrough, N. L.  
Langston, B. O.  
\*Lauer, C. E.  
\*Logan, Katherine M.  
Waddy, Anne E.  
Watkins, Caroline T.  
\*Weaver, D. T.  
Wescoit, Lydia  
\*Williams, D. H.  
\*Wittman, Almee M.  
\*Woodson, H. M.  
\*Woodson, W. T.  
\*Marxmiller, H. C.  
\*Matti, Clara E.  
Masney, Marguerite C.  
May, Helen B.  
\*McChesney, Ruth  
\*Myers, J. G. C.  
\*Norris, R. A.  
Peck, May M.  
Pense, Sallie E.  
\*Pense, E. A.  
\*Pinkerton, L.  
\*Plrtle, E. S.  
\*Proctor, E. T.  
\*Rectanus, Thresa C.  
\*Sandman, L. T.  
Redman, Elizabeth  
\*Sallee, J. H.  
Server, Camella T.  
\*Shoemaker, C. B.  
Sims, B. T.  
\*Sprague Margaret V.  
\*Standrod, D. W.  
Vanarsdale, G. T.  
Venable, Mary R.

### ENTHUSIASM.

Greatest Ever Seen Here.

When before last Saturday's game, the contest was talked about, the little groups around the campus usually broke up with downcast faces, the

general prediction being, "that we would be lucky if we held them to a tie" and some actually predicted defeat. Then came the game one that will long be remembered, in the annals of State foot ball, for the game, in every sense of the word, that it was.

The game our boys put up and the result, lifted everyone out of themselves, set that little organ in one's body, that one calls spirit, beating a tattoo against your ribs, and lifted you high among the clouds. Then that never-to-be-forgotten night street parade.

Of course there were a few, "I told you so's," and the like, but the majority of the school, unbibed that old, "Bottled in Bond," Kentucky spirit. Indefinable, yet being all that's good and true. Did ever any scenes inspire heroes on to a noble efforts than our rallies did? Even the girls caught the contagion and gave their yells, such as, "We Run this place, we do." Never have the girls done this before. All the speeches in Chapel were in accordance with this spirit, even Judge Lafferty being moved to give us a short enjoyable talk. So keep it up.

Prof. Wilson, Prof. White and everyone who is in a position to know say that never have they witnessed such enthusiasm at State University. Just this kind of spirit urges the team on and makes them strive all the harder to win such victories as North Carolina, Illinois, Central, and St. Louis and Tulane (to be).

### STATE TO PLAY K. W. C. Saturday.

#### Game at Winchester.

Next Saturday morning our "Wildcats" will journey to Winchester to play the Wesleyan College of Kentucky. And just because they haven't played North Carolina, don't think for one minute that "it's a clinch."

Wesleyan played Maryville, the team we played 12-6 and the only team to score this year, a tie 6-6 and a stubborn struggle is predicted.

Coach Sweetland wants all men who can afford to go, to go along and cheer the team on to victory. They will doubtless leave at 11:45 a. m. over the C. & O. Saturday. The game is the first our team plays on foreign ground this year, but this handicap will not interfere, it is hoped, with "Our Boys" and another victory is looked for. All you can get off and go, come along and show your true State spirit.

The railroad fare will be very nominal, and a pleasant afternoon's amusement is promised everyone. Remember, C. & O., Union Depot, at 11:45 a. m.

The attention of the Alumni is directed to this subscription blank on another page. Fill it out, enclose a dollar and send it in.

# C. D. Callaway & Co.

(Successors  
to T. B. Dewhurst.)

### HEADQUARTERS FOR ALL

## Athletic Supplies

For College Men.

FOOT BALL GOODS,

GYMNASIUM SUITS,

SHOES,

BASKET BALL

SUPPLIES,

BASE BALL GOODS,

and

COLLEGE  
PENNANTS.

FLAGS,

PILLOW COVERS,

POSTERS, ETC.

Will always be glad to see you.

# C. D. CALLAWAY & COMPANY

(Successors  
to T. B. Dewhurst.)

### WEST MAIN STREET

## Notions and Fancy Goods

We are headquarters for Hosiery, Underwear, Notions and all kinds of Nelties and Fancy Goods.

FRED LAZARUS

310 West Main

### Mr. Student

#### What About A Fall Suit?

Of course, you have thought of it. But did you also think of the fact that we make suits equal to the best tailors at only about half of his price? We wish to call your special attention to the fact that we use nothing but pure wool goods. Give you the best make, absolutely guarantee the fit and permanent shape. And think again that all of these made to your measure for

**\$15**

We are the only house in Lexington or Central Kentucky where you get the Union Label in every garment

**Standard Woolen Co.**

129 East Main St.  
UNION LABEL

This Space  
Reserved for  
Eugene  
Deitzman

This Space  
Reserved for  
Cluett,  
Peabody & Co.

march on their friends by slipping to Jeffersonville and having the knot tied on last Saturday.

Misses McCulloch and McCandless returned home Tuesday.

Miss Anna Hawkins spent from Saturday until Monday at Patterson Hall.

Miss Myra Chilton, who is in school at Campbellburg, was here Monday.

Mr. Holton Cools ('09) was a guest at the Phi Delta Theta house last week.

Mr. T. C. Carroll was in Lexington Saturday for the Sigma Nu initiation.

Miss Kaye Alvis was a guest at Campbell-Hagerman, Sunday.

Mr. Jerry Powell, a former student here, was back for the game Saturday.

Miss Margaret Webster, '07, is a guest of Miss Sallie Bennett.

Mr. George Becker, who graduated in the Department of Agriculture last year, left yesterday for Muscatine, Iowa, where he will be associated with the H. J. Heinz Co.

All those who still wish to join the Mandolin Club, report for practice this afternoon at 8 o'clock in Professor Wheeler's Studio, corner Market and Short streets.

#### HAGERMAN NOTES.

(Ellen Moore.)

Miss Jessie Mae Lillard, Class '09, of Lawrenceburg, visited Miss Kathryn Klein, the past week.

Miss Zella Mae Ashurst, of Georgetown, spent a few days with friends here.

Mrs. McCoed, from near Richmond, was the guest of her daughter, Miss Elizabeth Farris.

Miss Bryan, of Ashland, spent the week end with her daughter, Miss Gladys Bryan. Also Mrs. Smith, of Ashland visited her daughter, Virginia.

Miss Sara Coy had as her guest her mother of Richmond.

On last Saturday evening Miss Cornelia Evans entertained about forty of her friends in honor of Miss Lucile Stone.

Mrs. Carpenter and son, who have been visiting Professor Pinkerton and family, returned to their home in South Carolina last week.

Miss Mary Larkin spent Saturday with friends in Frankfort.

The Alpha Epsilon Sorority entertained Saturday evening in honor of the new members, Misses Nelle White, Mary Callison and Louise Head.

The Hagerman girls enjoyed the triumphant March of the State boys last Saturday evening and wish to congratulate them on their victory of that day.

For the benefit of the Alumnae The Idea issues the following blank:

Cut and mail.

I hereby subscribe for THE IDEA for the year 1910-11.

Signed \_\_\_\_\_

Address \_\_\_\_\_

SUBSCRIPTION \$1.00 PER YEAR.

Members of the Alumnae this paper is edited partly for you, and we wish you to show your love for your Alma Mater by sending the above blank correctly fitted out with your name and address. The Idea this year is the official paper of the University of Kentucky, and by the loyal support of the Alumnae will be the greatest paper in the South. No paper can be a success without a good circulation, an able and hustling staff, and plenty sources for news. The first condition is not yet what it should be on the part of the Alumnae, the other conditions cannot be improved upon.

## EMBRY

& Co.

THE LEADING  
SPECIALTY HOUSE  
Exclusive  
Styles  
IN HIGH CLASS  
OUTER GARMENTS AND  
MILLINERY.

FOR

WOMEN and MISSES

Full Line Now on Display

**EMBRY & CO.**

Main Street East.

## MOTHER

wants your picture since you left home—So does your

## SWEETHEART

CALL AT

**Humphrey's Studio**

and let him help you make mother happy and also help you to win your

## BEST GIRL

with some of those

**UP-TO-DATE PHOTOS**  
Special rates to students.

341 WEST MAIN ST. Fayette Phone 1635x

## The MAN'S STORE

FALL LINES  
OF  
FURNISHING GOODS,  
HATS and  
SHOES,  
NOW IN.

J. & M. and Florsheim Shoes  
Stetson Hats.

**GRADDY & BRADLEY**  
140 West Main St.

**\$1 ONE DOLLAR \$1**

**Gem Junior Safety Razor**

After shaving, **LEXOLINE** will be found delightfully cooling and antiseptic. It protects against wind and weather, preventing chapping and soreness.

**CADEN DRUG CO.**

N. W. Cor. Main and Lime.  
Both Phone—123.

## Lexington's Biggest Store...



Hart, Schaffner & Marx

If you should walk across the campus of any of the best colleges in the country, you'd see

### Hart, Schaffner & Marx

Clothes on many of the fellows there. These clothes are the favored College clothes; that's why nearly all other men favor them.

We've some new models for you. Varsity, shape-maker; special young styles; and will give you a correct fit.

**SUITS \$20 TO \$30  
OVERCOATS \$18 TO \$35**

Other Standard Makes, \$10 to \$19.

### Kaufman Clothing Co

Dress Suits for Rent.

Headquarters of K. U.

### THE IDEA

## SCHOOL OPENING NECESSITIES



Waterman Fountain Pens, Silver Pencil Holders, Pen and Pencil Safety Clips  
ALSO FULL LINE OF COLLEGE PINS

**HEINTZ**

EAST MAIN STREET, OPP. PHOENIX

**JEWELER**

LEXINGTON, KENTUCKY



## In S. U. Social Circles

Shields Ger, of Mt. Sterling, was in town last week.

F. S. Sides, Ex. '11, Mechanical, of Charlotte, N. C., was here to witness the North Carolina-Kentucky game.

Mr. W. K. Prewitt, of Mt. Sterling, paid his respects to Mechanical Hall, last week.

H. A. Davis, '09, Science, of the American Lime & Stone Co., Bellefonte, Pa., was here last week.

W. A. Lurtey, '10 Mechanical, is out again after a severe ankle sprain.

H. Cook, '09 Civil, of Cynthiana, was in town for the game.

W. C. Fox, '10, Civil, of Newport, was in town last week "on business."

J. I. C. Hughes, of Versailles, was in Lexington Saturday and attended the game.

T. C. (Tot) Carroll, '09 Science, '10 Law, was a guest at the Sigma Nu house for the week end.

Miss Lillian Fall, of Paris, Texas, is visiting on Park Avenue.

James H. Smith, of Dawson, Penn., was the guest of the Sigma Nu house during the trots last week.

Lamp and Cross Society held its first meeting October 11th.

Miss Belle Cromwell, of Cynthiana, is visiting Miss Lena Barbee.

C. B. Hood, of Covington, is expected here the last of the week.

O. L. Day, '11, Mech., has classified himself as a Senior. Mr. Day is to be congratulated upon his "sticktoitiveness."

J. S. Sanders, '11, Mech., is expected here this week to resume his work in the department. Mr. Sanders has just completed the Avon Exchange at Avondale, Cincinnati, for the Western Electric Co.

Mr. John T. Wickersham, an old

student, passed through town in his machine, enroute to Lebanon Junction. Mr. Wickersham was a Sophomore member of the class of 1910.

Girls, beat brass and take arts and craft work for there is nothing like it.

Sigma Alpha Epsilon has taken a house on South Broadway.

Miss Elizabeth Redmon leaves today for Louisville, where she will be at the Seelbach for a few days with her parents.

Miss Elizabeth Cary was the guest of Miss Elizabeth Rodes from Saturday until Monday.

Mr. Watson Sudduth is back at school.

Invitations have been received here to the wedding of Miss Helen Waller and Mr. John Sugg, of Morganfield. The groom is a former student of the University and will be remembered most pleasantly by his host of friends here.

Misses Warietta and Noema Cassidy were the guests of the Misses Pence Friday night.

Dean Hamilton entertained her class in "Public speaking" very delightfully Thursday night.

Misses Marion Johnson, Bessie Hayden, and Elizabeth Fried will be the guests of Miss Juliet Johnson of Lawrenceburg, from Friday until Monday.

Miss Minerva Collins attended the Sunday School Convention at Winchester, Saturday.

Miss Hester Lowry was here Saturday.

Miss Margaret Nolan was the guest of her sister, Miss Hattie Nolan, Saturday.

Miss Mary Barrett Smith returned from Richmond Sunday night.

The Platonic lovers, John Lewis Gruber and Carrie Sallinger, stole a

## Photos That Please

ARE MADE BY

**Franz Josef Spengler**  
THE  
QUALITY  
PHOTOGRAPHER  
311 West Main Street.

P. S.—By assuring us you are a bonafide student of State University, a special rate may be obtained.

## College Friends...

You take "The Idea" to read. For satisfaction patronize the "Reed" Barber Shop.

**SHERMAN STRAIN,**  
Prop'r.

## How Old is Your Pipe?

Isn't it about old enough to be placed on the retired list?

We have a fine lot of new pipes waiting to be smoked.

### FRENCH BRIARS AND MEERSCHAUMS

Wide variety of shapes and sizes from which to choose.

All prices from

25c. UP

## Cooper & Dunn

Druggists

Main and Broadwaf

## Text Books

Used in Every Department of the University

### NEW OR SHELF-WORN

### Drawing Material, Instruments

### T Squares, Triangles, etc.

We have instruments that will please and that will fit your pocket-book. Come and see our line of posers before decorating your room

### Pennants of Rare Design

"The College Store for College People, Run by College People."

### University Book Store 233 West Short

J.F. BATTAILLE, '08, Mgr.

Luby  
and  
Alexander

### TAILORS

FULL LINE  
NOW READY

### Suits and Overcoats

\$22.50 to \$40.00

MAKE YOUR  
SELECTION NOW!

145 E. MAIN  
Opp. Union Station

### NORTH CAROLINA BEATEN..

(Continued from page 1)

State's ball. B. Shanklin lost five on end run. The right half of North Carolina, one big giant named Spencer was taken out for slugging. Then on the next play on a long forward pass beautifully executed, Threlkeld to B. Shanklin, and gaining 18 yards, B. Shanklin made our first touch down which he later converted into a goal. Score 6-0. Pandemonium reigned supreme among the spectators. Play was entirely in North Carolina's territory. It was seen that Watkins was too light for the heavy opposed players. Bell kicked off to Giltner who returned 15 yards. Blocked kick. B. Shanklin falling on ball. N. C. fumbled Shanklin's punt but recovered. Babb again tackling the man in his tracks by fast playing. They punted. Giltner returned 3 yards. Kentucky's ball on 15-yard line. Threlkeld made 5 yards through line. Then for the first time in two years, we were held for downs. Webb tackled Calines around L. E. and threw him for 1 yard loss. Our line held. They punted, penalized, ball not going 20 yards. Shanklin made 5 yards around R. E. and time was called.

### Fourth Quarter.

Kentucky's ball on 20-yard line. Shanklin made three yards around L. E. Threlkeld made 1 yard. First down and then B. Shanklin on a skin tackle play made our second touchdown. Threlkeld made a fair catch of Giltner's punt out and Webb missed goal. Score 12-0. This ended the scoring, the rest of the quarter being played in Carolina's territory.

The game put up by State was the best seen this year, the two fumbles alone marring the otherwise good football played. Every man starred and the Editor can see no particular man shining above the rest. The Athletic Editor has been asked not to praise the team in the write up, but how can a man sit down and write up a game like last Saturday and not use praise. It is a physical impossibility.

### SUMMARY.

The star players on both teams were few, it being a game where team work was the particular feature. Some of State's players did well while some seemed to show need of improvement. Credit must be given Giltner for remarkable return of punt at the beginning of the third quarter, in which he ran through a broken field for sixty yards. North Carolina has a good man in Porter and also Belk. The method that Belk used in getting off his punts being singularly bold. Earle playing for State had what was thought to be the hardest position on the team, as he was pitted against Thompson of North Carolina, and the "Big Boy," demonstrated that he was the best guard in the South.

Every man on that team Saturday starred. Every man gave the best

### THE IDEA

## NAZMA

buy nothing better. For sale by all dealers in Lexington, Ky.

20 For 15 Cents.

VAUGHAN-WARE TOBACCO CO., Richmond, Va

THE BEST MUSICAL ORGANIZATION  
IN THE STATE



### Grella's Band and Orchestra

118 North Limestone  
New Phone 2274  
Lexington, Ky.

ROCCO GRELLA, Director  
W. L. WAITE, Manager  
Nhw Phone 1912

Campbell-Hagerman Girls  
Go to the

### STAR

So Should all the State boys—Always  
a good show.  
ADMISSION 5 CENTS.

### New Shoe Store

211 North Limestone

We have opened a shoe store at above address, and will carry a well assorted line of custom made goods, with which we can please anyone. Our rent is low and expenses light, which will enable us to sell at very close prices. We will carry the celebrated TILT LINE and the famous BARKER BROWN LINE, including the CADET SHOE, especially for drilling. Call and see our stock.

### Spears & Forwood Shoe Company